

W C R E



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

BROADCASTING STATION LICENSE RECORD

W C R E (7-15-58)

X W A T D (5-22-58)

Date first licensed 8-21-53
(See card #2 for name)Call letters X W C R E

x RADIO CHERAW, INC. (AL 10-24-56; EFF: 11-1-56)

x ROY F. ZESS (AL 5-29-56, EFF: 6-14-58) Station Location: Cheraw, S. Car.

x CHESTERFIELD BROADCASTING COMPANY (AL 1-25-55 EFF: 2-10-55)

x THREE STATES BROADCASTING COMPANY (AL 9-29-54 EFF: 12-20-54)

x CHESTERFIELD BROADCASTERS, INC. (AP 7-8-53 EFF: 7-10-53)

Name of licensee x R. D. BAXLEY tr/as CHESTERFIELD BROADCASTERSTransmitter location On US Highways 1 and 52, 0.2 mile from city limits of Cheraw, S.C. (MP 3-13-53)
(L 8-21-53)Main studio location On US Highways 1 & 52, 0.2 mile from city limits of Cheraw, S.C. (MP 3-13-53)
(L 8-21-53)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BP-8146 Ltr.	7-16-52 7-24-52	1420	500w	Daytime	CP for new station granted subject to filing MP for approval of T site and antenna
BP-8146 BMP-6060	3-13-53	1420	500w	Daytime	5-13-53 11-13-53 CP for new station and MP for approval antenna, transmitter and studio location and change type of transmitter (CONDITIONAL CLAUSE)
BAP-207 EFF:	7-8-53 7-10-53	Vol. assignment of CP to Chesterfield Broadcasters, Inc.			
BL-5081 Lic. cover	8-21-53	1420	500w	Day	8-21 12-1-54 CP (BP-8146, as mod.) for new station (COND'L)
Telegram	3-8-54 May thru	Sign off 6 am and sign off 6:30 pm August, 1954			
BTC-1721 EFF:	5-21-54 6-1-54	Voluntary acquisition of control by R. D. Baxley			
BAL-1842 EFF:	9-29-54 12-20-54	Vol. assignment of license to Three States Broadcasting Company			
BR-2852	11-24-54	1420	500w	Day	12-1 12-1-57
BAL-1946 EFF:	1-25-55 2-10-55	Vol. assignaent of license to Chesterfield Broadcasting Company			
BP-9939	8-31-55	1420kc	1kw	Day	10-31-55 4-30-56 CP to increase power
BL-5877	10-26-55	1420kc	1kw	Day	10-26-55 12-1-57 Lic. to cover CP(9939) to increase power.
BAL-2310 EFF:	5-29-56 6-1-56	Vol. assignment of license from Chesterfield Broadcasting Company to ROY F. ZESS.			
BAL-2412 EFF:	10-24-56 11-1-56	Voluntary assignment of license to: Radio Cheraw, Inc.			
BR-2852	11-13-57	1420kc	1kw	Day	12-1-57 12-1-60
BAL-2827 Eff:	11-20-57 12-1-57	Voluntary assignment of license to E.G. Robinson, Jr. and William R. Wagner d/b as Pee Dee Broadcasting Company.			
BAL-2996 EFF:	5-14-58	Voluntary assignment of license to Pee Dee Broadcasting Company			

BROADCASTING STATION LICENSE RECORD

ORR BROADCASTING, INC. (AL- 7-22-77 EFF-8-2-77)

~~Date first licensed~~

Call letters W C R E

x TOWN AND COUNTRY RADIO, INC. (AL 2-16-72 EFF: 2-23-72)

x THE DISPATCH BROADCASTING CO., INC. (AL-5-12-65; EFF: 5-31-65)

Station location CHERAW, SOUTH CAROLINA

x BEN AKERMAN, tr/as RADIO CHERAW (AL-10-1-58 EFF: 11-5-58)

x E. G. ROBINSON, JR. AND WILLIAM R. WAGNER d/b as PEE DEE BROADCASTING COMPANY

x PEE DEE BROADCASTING COMPANY (AL 5-14-58) EFF: Not consummated (Let. 7-31-58)

Name of licensee x E. G. ROBINSON, JR. AND WILLIAM R. WAGNER, d/b as

PEE DEE BROADCASTING COMPANY

(AL 11-20-57) EFF: 12-1-57

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From To
BAL-3162	10-1-58	Voluntary assignment of license to			
Eff:	11-5-58	Ben Akerman, tr/as Radio Cheraw.			
Wire	2-16-60	Sign-off 6:30PM period 4-1 thur 8-31-60			
		exc. for special events.....			
	11-30-60	Commission deferred action on renewal			
		pending further consideration.			
BR-2852	4-26-61	1420kc	1kw	Day	4-26 12-1-63
BR-2852	11-27-63	1420kc	1kw	Day	12-1 12-1-66
BAL-5407	5-12-65	Voluntary assignment of license to			
EFF:	5-31-65	THE DISPATCH BROADCASTING CO., INC.			
BAL-5961	6-6-66	1420kc	1kw	Day	6-6 12-1-68
		Authority to determine operating power by			
		direct measurement of antenna input.			
BR-2852	11-30-66	Renewal of License			12-1 12-1-69
TELEGRAM	10-17-67	PSA	500w		
BAL-5936	6-18-69	Vol. TC			
BR-2852	11-26-69	Renewal of License			12-1-72
(S)					
BAL-7408	2-16-72	VOL. AL	EFF: 2-23-72		
EBSA	6-12-72				
Ltr.	10-25-72	Trans. GCA, AM-1000D now installed.			
BR-2852(L)	12-6-72	Renewal			12-1-75
BR-2852(S)	11-12-73	RENEWAL			12-1-78
BAL-9009	7-22-77	VOL. AL	EFF: 8-2-77		
BR 780721	UF 11-20-78	(L) REN. OF LIC.	12-1-81		

FORM A-170
FORMERLY FCC FORM 94

APPLICATION RECORD - BROADCASTING

Call W C R E
Letters ~~X~~ New

Name R.D. BAXLEY, Jr./as CHESTERFIELD BROADCASTERS
P.O. Cheraw, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BP-8146	5-24-51	Construction permit for a new standard broadcast station to be operated on:		
Rec'd	6-7-51	Frequency: 1420kc	GRANTED	7-16-52
Filed	6-7-51	Power: 500w	subject to filing MP for approval of T site and antenna	
		Hours of Operation: Daytime	Ltr.	7-24-52
		Trans. Location: To be determined		
		Near Cheraw, S. C.		
		Studio Location: To be determined		
		Near Cheraw, S. C.		
		R. L. Easley, Engr.	Issued with BMP-6060	

Gates BC-500D

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters **W C R E**Name **R. D. BAXLEY tr/as CHESTERFIELD BROADCASTERS**

File No.	Dated	Application for	Action	
			Nature	Date
BMP-6060 Rec'd Filed 11-13-52	11-8-52 11-12-52	Modification of construction permit (BP-8146 which auth. a new standard broadcast station) for approval of antenna, transmitter and station location as U.S. Hwy. #1, 0.2 mi. South of city limits, Nr. Cheraw, South Carolina, and change type of transmitter (Collins 20V) Virgil D. Duncan, Engr.	GRANTED re blanketing	3-13-53
BAP-207 Rec'd Filed	5-18-53 5-25-53 5-25-53	Voluntary assignment of construction permit to Chesterfield Broadcasters, Inc.	GRANTED EFF:	7-8-53 7-10-53
BL-5081 Rec'd Filed	7-15-53 7-17-53 7-17-53	License to cover construction permit (BP-8146 as mod.) which authorized a new standard broadcast station. Virgil D. Duncan, Engr.	GRANTED blanketing clause	8-21-53

#3

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters

W C R E

Name CHESTERFIELD BROADCASTERS, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BTC-1721 Rec'd Filed	4-21-54 4-26-54 4-26-54	Voluntary acquisition of control of licensee corporation by R. D. Baxley thru purchase of 20 shares of stock from Hugh T. Morris.	GRANTED EFF:	5-21-54 6-1-54
BAL-1842 Rec'd Filed	7-17-54 8-16-54 8-16-54	Voluntary assignment of license to Three States Broadcasting Company Frank Stollenwerck, Atty.	GRANTED EFF:	9-29-54 12-20-54
BR-2852 Rec'd Filed Amend Rec'd Filed	7-18-54 8-18-54 8-18-54 10-4-54 10-13-54 10-13-54	Renewal of license Filed by Frank Stollenwerck, Atty. Amended to change applicant name to: Three States Broadcasting Company.	GRANTED	11-24-54

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

Call
Letters W C R EName THREE STATES BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-1946 Rec'd Filed	1-7-55 1-17-55 1-17-55	Voluntary assignment of license to Chesterfield Broadcasting Company. Frank Stollenwerck, Atty.	GRANTED EFF:	1-25-55 2-10-55
BP-9939 Rec'd Filed	6-16-55 6-17-55 6-17-55	Construction permit to increase power from 500w to 1kw. Frank Stollenwerck, Atty. Harry A. Epperson, Jr., Engr., Petersburg, Va.	granted	8-31-55
BL-5877 Rec'd Filed	9-28-55 9-30-55 9-30-55	License to cover construction permit (BP-9939) which authorized increase in power. Frank Stollenwerck, Atty.	GRANTED	10-26-55

E.G. Robinson, Jr. and William R. Wagner d/b as

Pee Dee Broadcasting Company

FORM BC-121 #5

APPLICATION RECORD - BROADCASTING

FORMERLY FORM A-170 X-RADIO CHERAW, INC.

x ROY F. ZESS (AL 5-29-56, EFF: 6-14-56)

Call
Letters

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Name x CHESTERFIELD BROADCASTING COMPANY

Cheraw, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2310 Rec'd Filed	4-26-56 4-30-56 4-30-56	Voluntary assignment of license from Chesterfield Broadcasting Company to Roy F. Zess.	GRANTED EFF:	5-29-56 6-14-56
BAL-2412 Rec'd Filed	8-7-56 8-9-56 8-9-56	Voluntary assignment of license from Roy F. Zess to Radio Cheraw, Inc.	GRANTED EFF:	10-24-56 11-1-56
BR-2852 Rec'd Filed	8-31-57 9-3-57 9-3-57	Renewal of license.	GRANTED	11-13-57
BAL-2827 Rec'd Filed	10-15-57 10-16-57 10-16-57	Voluntary assignment of license to E. G. Robinson, Jr., and William R. Wagner, A Partnership, d/b as PEE DEE BROADCASTING COMPANY Harry J. Daly, Atty.	GRANTED Eff:	11-30-57 12-1-57

APPLICATION RECORD - BROADCASTING

AUG. 1958 BEN AKERMAN tr/as RADIO CHERAW

THE DISPATCH BROADCASTING CO., INC.

* PEE DEE BROADCASTING COMPANY

Letters W C R E

Name x E. G. ROBINSON, JR. AND WILLIAM R. WAGNER, d/b as

PEE DEE BROADCASTING COMPANY

File No.	Dated	Application for	Action	
			Nature	Date
BAL-2996 Rec'd Filed	3-25-58 4-1-58 4-1-58	Voluntary assignment of license to Pee Dee Broadcasting Company. Harry J. Daly, Atty.	GRANTED EFF: NOT CONSUMED Let. 7-31-58	5-14-58
BAL-3162 Rec'd Filed	8-26-58 9-3-58 9-3-58	Voluntary assignment of license to Ben Akerman, tr/as Radio Cheraw Harry J. Daly, Atty.	GRANTED EFF:	10-1-58 11-5-58
BR-2852 Rec'd Filed	8-30-60 9-1-60 9-1-60	Renewal of license	GRANTED	4-26-61
BR-2852 R. & F.	9-1-63 9-3-63	RENEWAL OF LICENSE	GRANTED	11-27-63
BAL-5407 R & F	4-1-65 4-2-65	Voluntary assignment of license to THE DISPATCH BROADCASTING CO., INC. Atty. - John H. Middleton, D.C.	GRANTED EFF;	5-12-65 5-31-65

FORM BC-121 #7
AUG. 1955

APPLICATION RECORD - BROADCASTING

1420kc

Call
Letters W C R E

Name THE DISPATCH BROADCASTING CO., INC.
Oheraw, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BZ-5961 R & F	3/25/66 3/28/66	Auth. to determine operating power by direct meas. of antenna power.	GRANTED	6-6-66
BK-2852 R&F	8-19-66 8-22-66	Renewal of license.	GRANTED	11-30-66
BTC-5936 R & F FEE PD: \$30 (Form 316) MAY 8 1969	2-22-69 4-25-69 #509376 (also see WBUG & WGCD)	Vol. relinquishment of positive control of lic. corp. by Mary Cecil Sink thru transfer of stock to Joe S. Sink and Fred O. Sink, Jr. Atty - A.L. Stein	GRANTED	6-18-69 Eff: 6-19-69
BK-2852 R & F #539244 \$75. P. R.	8-29-69 9-2-69 9-2-69 9-2-69	Renewal of License OCT 8 1969	Granted	11-26-69

APPLICATION RECORD - BROADCASTING

1420kc

Call
Letters W C R E

Name TOWN AND COUNTRY RADIO, INC.
x THE DISPATCH BROADCASTING CO., INC.
Cheraw, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAL-7408 R & F FEE PD: \$1000 #027417 CODE 047 SEP 15 1971 Pub notice filed 9-15-71	8-25-71 8-27-71	Voluntary assignment of license to TOWN AND COUNTRY RADIO, INC. Atty - <u>Mallyck & Bernton</u> (SEE OVER)	GRANTED Req. grant fee \$2,500.00 EFF: 2-23-72 GRANT FEE Paid: 048 2-29-72 W 044883	2-16-72
BR-2852 R & F P.N. PRESS AUG 30 1972 LETTER RECEIVED 5-24-73	8-15-72 8-18-72 8-18-72	Renewal of License Atty: <u>Mallyck & Bernton</u>	Granted	12-6-72
BR-2852 R & F PN Recd. PRESS AUG 26 1975	7-28-75 7-30-75 "	RENEWAL OF LICENSE STATING THAT SAMUEL MILLER NOW REPRESENTS STATION.	GRANTED	11-12-75

RE: BAL-7408 - ATTY WAS CALLED 9-13-71 - discrep. re stock
(Par. 11 & Table I shows 200 shares subscribed; Exh. 8A
(stock sub. agreement) states 2000 shares

AMENDED 9-17-71 re: Sect. II Paragraph II

AMENDED 12-6-71 - re B/C int; programming; fin data; &
re security agreement

Reply to Comm ltr of 2-9-72 filed 2-14-72 re oper of stati

APPLICATION RECORD - BROADCASTING

Call
Letters W C R E

ORR BROADCASTING, INC.
Name ☒ TOWN AND COUNTRY RADIO, INC.
Cheraw, South Carolina

File No.	Dated	Application for	Action	
			Nature	Date
BAL-9009 R & F FORM 311 Pub notice filed 5-20-77 UN 3 107	4-26-77 5-6-77	Voluntary assignment of license to ORR BROADCASTING, INC. Atty - Miller & Fields Amended 7-18-77 - re voting rights (agreement) Bank ltr re loan - filed 7-19-77 Amended 7/19/77 - Financial data	GRANTED EFF:	7-22-77 8-2-77
BR780721UF R & F PRESS	7-7-78 7-21-78 AUG 7 1978	RENEWAL OF LICENSE Atty: Mark E. Fields	GRANTED	11-20-78

RECORD OF DENIAL OF INFORMAL APPLICATIONS

W C R E

11-22-61 commission rules prohibit operation of broad-
Cast stations beyond hours specified in license

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

